



Yearbook Content and Sales

Adopted: 01-14-2019

Revised:

I. POLICY

The East Range Academy of Technology and Science staff, administration, and Board support an active, diverse student population that promotes the best interests of students, parents, and the community through the publication of a yearbook. East Range Academy supports student participation in the publication of a yearbook that reflects the positive learning experiences and growth of the student population while enriching the school curriculum through extracurricular involvement. The administration strives to support a public document that reflects the best representation of the school's mission and practices. East Range Academy endorses the following procedures and policies to ensure that the school's curricular philosophy and policies are exhibited in the completed publication.

II. YEARBOOK CONTENT GUIDELINES

A. Photography and Artwork

All photos will become a public record upon publication and should be treated with appropriate precautions. Submitted photos will remain copyrights of the original photographer and are licensed freely when submitted for publication.

All photos and artwork must conform to school policies and standards and are subject to approval by, but not limited to, the yearbook staff, the yearbook advisor, and the school administration. Individuals portrayed in the photos must give consent for the photos in order to be included; this consent is given by the Media Release Form completed by the student and parent/guardian upon enrollment at East Range Academy. Photos may be edited or excluded which represent any of the following:

- i. violating school policies or best interests,
- ii. display of firearms, weapons, drugs, tobacco, alcohol or gambling,
- iii. inappropriate gestures or postures,
- iv. revealing or obscene clothing.

The yearbook staff, as directed by the yearbook advisor or administration, reserves the right to edit, retouch, crop, or resize any submitted photos without permission, notification, or approval. Photographs violating school policies may be subject to investigation for disciplinary purposes.

B. Portraits

i. Senior Portraits

Students will be responsible for providing digital or print copies of their senior portrait by the appointed deadline. The deadline will be posted prominently inside the school building. Students are responsible for learning and meeting this deadline. Students who fail to submit materials before posted deadlines may have alternate photographs used, may have a “Picture Not Submitted” graphic next to their name, or may be excluded from the yearbook at administration and yearbook advisor discretion. Students who have been previously published in the senior portrait section may not be included in subsequent senior portrait sections at administration and yearbook advisor discretion.

Senior portrait photos may not include advertisements. **Senior portrait photos may not include text or logos of the photographer**, and pictures submitted in this form will not be used; it is up to the student to submit a photo that can be used without retouch. Portraits must be presented in a tasteful and appropriate manner. Appropriate portrait photos are defined as presentable representations of the individual without the inclusion of other people, elaborate costumes or uniforms, or distracting items or representations. If a senior submits a photograph that does not meet these standards as determined by administration or the yearbook advisor, the student will be asked to submit an alternate photograph. If the student fails to submit an alternate photograph, a “Picture Not Submitted” graphic will be used.

ii. Underclass Portraits

Students will be photographed by the school photographer for the Juniors, Sophomores, and Freshmen sections. In concurrence with the school policy, portrait photos will be retained for the yearbook publication and administrative purposes. Students will be provided with an opportunity to purchase portraits from the school photographer. Students who are absent for both picture day and retake day will have their yearbook photograph taken by the yearbook advisor. Underclass students may not submit their own photo for their class yearbook section because that is a Senior class privilege.

C. Student-Submitted Photographs

Students are encouraged to submit photographs taken at the school or during off-campus ERATS activities. All photography must be submitted to the yearbook staff or advisor and does not guarantee inclusion in the yearbook. Pictures containing non-ERATS students will not be

published unless that student and their parent/guardian submit a media release form to the school. Submitted non-digital photos (paper photos) such as seniors' baby pictures should be **copies** of original work; neither the yearbook staff nor the school are responsible for nor will insure lost, damaged, or altered photos provided for the yearbook. All photos must meet the previously mentioned criteria and meet copyright standards for public display.

D. Artwork and Cover Design

Artwork must be original pieces created by the student body and are subject to the same policies as photography. The artwork may be edited or excluded at the discretion of the yearbook advisor and the administration. Artwork used for the cover design of the yearbook will be selected from student submissions or from the art department curriculum. Members of the faculty, the yearbook advisor, and/or the administration will make a preliminary approval of artwork that will be included in the yearbook. Based on these selections, the yearbook staff will be given an opportunity to vote for the yearbook cover. The yearbook advisor, using input from student votes, makes the final choice for cover art and title page art. All artwork must conform to school policies.

E. Text Submissions

All written text must be reviewed by the yearbook staff. All text must be authorized by the yearbook advisor and/or the school administration and may be edited or excluded without notification to the submitter.

F. Senior Statements/Quotations

All senior statements and quotations must be approved by the yearbook advisor and/or the school administration **and may be edited or excluded without permission or notification of the submitter.** Statements may be edited or excluded if they contain:

- messages which violate school policies or best interests,
- representations of criminal or unethical acts,
- veiled or direct references to firearms, weapons, drugs, tobacco, alcohol or gambling,
- inappropriate language or references,
- text speak, SMS language, or veiled acronyms,
- inflammatory or callous remarks towards individuals or organizations,
- inappropriate statements about cultural, ethnic or religious groups, race, or sexual preferences, or quotations by authors who promote or indicate such inappropriate views.

Statements violating school policies may be subject to investigation for disciplinary purposes.

III. BUDGET AND SALES

A. Budget

Yearbook finances will work with a not-for-profit budget. Income from sales will be used to pay invoices from the publishing company and to purchase supplies for completing the design of the yearbook. Records for purchases, payments, fees, and income will be maintained by the yearbook advisor or their administration-approved designee. All expenses must be approved by the yearbook advisor, and the appropriate requisition process must be completed.

B. Pricing

The price for yearbooks will be evaluated and approved by the yearbook advisor and/or the administration. Prices will be assessed based on the projected budget, perceived sales, and operational costs for printing the publication.

C. Sales

The East Range Academy yearbook is a non-profit venture. To minimize the loss of public money that results from excess yearbooks being ordered, the following ordering procedure has been established.

- i. **Reserving a Yearbook.** To guarantee a yearbook, and to purchase at a reduced rate, students must place orders before the posted ordering deadline, which normally occurs in April. This deadline will be prominently posted and regularly communicated at least two months before the deadline date. The deadline will be published on the school website's main page with a link to a printable order form. Paper order forms will be available at the front desk and will be distributed by first-period advisement teachers.
- ii. **Receipts and Payment Tracking.** Upon payment, a receipt will be given to the student and should be kept as proof of purchase. Students are **not** required to present their receipts when receiving the yearbook.
- iii. **Extra Copies.** A limited number of extra copies will be ordered and will be sold during distribution in May. Anyone may purchase these extra copies, including staff, students, teachers, parents, and community members. **Extra copies cannot be reserved in advance.** Extra copies must be paid for with cash.
- iv. **Distribution.** Unless a problem occurs during printing or shipping, the yearbooks will be distributed on or near May 15. Directions where and when to pick-up a reserved yearbook will be in the daily announcements. Full payment must be submitted before a yearbook can be picked-up.

- v. **Unclaimed/unpaid yearbooks.** Yearbooks must be fully paid-for and claimed within three months of the final student school day, or they may be resold or kept as school archive copies. No refunds will be given for unclaimed books. It is the student's responsibility to claim his/her yearbook within the three month window.

If a student has moved from the area and/or cannot physically claim a yearbook, the yearbook may be mailed to the student for a \$10.00 shipping and handling fee. The fee must be sent to

East Range Academy, 2000 Siegel Blvd., Eveleth, MN 55734

in the form of a money order or cash, and the student's name and home address must be included with this fee. East Range Academy is not responsible for damage during shipping.

IV. REFUND POLICY

Because advance sales of the yearbook are relied upon to calculate the total number of books ordered, ERATS cannot refund any money **after** the April ordering deadline has passed, including down payments. If a student wishes to cancel their order and receive a refund, they must notify the yearbook advisor **before** the posted ordering deadline in April.

V. TYPOGRAPHICAL AND PUBLISHING ERRORS

The yearbook staff strives to identify each person accurately and to include as many of the student body members as possible. Because the staff are not professionals, nor is the yearbook an eight-hour-per-day job, a few mistakes will not be caught in the proofing process. Occasionally, the publishing company makes an error. The yearbook staff apologizes in advance for any errors, and ERATS cannot refund the purchase price because of name misspellings, misidentification, or other publishing errors.

VI. POLICY DISSEMINATION TO STUDENTS AND PARENTS

This yearbook policy will be available on the ERATS website in both the Board Policies section and the yearbook order form page. Directions how to find the policy will be printed on the order form. The yearbook advisor and/or the senior class advisor will inform seniors about the yearbook policy and direct them to read it.